

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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TOTAL LANDSCAPE CARE

Randall-Reilly Publishing Co.
3200 Rice Mine Road NE
Tuscaloosa, AL 35406
Tel. No.: 800-633-5953
Fax No.: 205-349-3765

www.totallandscapecare.net
Official Publication of: none
Established: 2006
Issues Per Year: 12
(See Paragraph 11)

FIELD SERVED

TOTAL LANDSCAPE CARE serves the lawn design and landscape maintenance industry. This includes design and build landscape contractors, lawn maintenance contractors, grounds maintenance professionals, lawn irrigation contractors, lawn chemical application companies, ornamental tree and shrub services, residential plant nursery owners, turf seed growers, dealers, distributors, manufacturers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include: owner, partner, president, corporate officer, director, manager, superintendent, arborist, foreman, specialist, agronomist, supervisor, forester, horticulturist, entomologist, serviceman, technician, company and library copies, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,059
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	67
All Other _____	1,357
TOTAL	3,483

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	75,150	100.0	75,150	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	75,150	100.0	75,150	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	3,220	3,420			75,200	April _____	3,450	3,350			75,100
February _____	1,634	1,634			75,200	May _____	5,759	5,759			75,100
March _____	944	944			75,200	June _____	6,954	6,954			75,100
						TOTAL	21,961	22,061			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007
 This issue is 0.1% or 60 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Design and build landscape contractors, lawn maintenance contractors, grounds maintenance professionals, lawn irrigation contractors, lawn chemical application companies, ornamental tree and shrub services, residential plant nursery owners, turf seed growers, dealers, distributors, manufacturers and others allied to the field. _____	75,100	100.0
TOTAL QUALIFIED CIRCULATION	75,100	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

Since this is a Circulation Statement following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of the names on the qualified list.
Other Sources

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			66,981	89.2
Individuals by name only _____			7,231	9.6
Titles or functions only _____			23	-
Company names only _____			865	1.2
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			75,100	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			242		400-427 Kentucky _____			1,059	
030-038 New Hampshire _____			309		370-385 Tennessee _____			1,663	
050-059 Vermont _____			164		350-369 Alabama _____			1,204	
010-027 Massachusetts _____			1,484		386-397 Mississippi _____			631	
028-029 Rhode Island _____			268		EAST SO. CENTRAL			4,557	6.1
060-069 Connecticut _____			1,100		716-729 Arkansas _____			541	
NEW ENGLAND			3,567	4.7	700-714 Louisiana _____			855	
100-149 New York _____			3,542		730-749 Oklahoma _____			686	
070-089 New Jersey _____			1,784		750-799 Texas _____			4,792	
150-196 Pennsylvania _____			3,360		WEST SO. CENTRAL			6,874	9.1
MIDDLE ATLANTIC			8,686	11.6	590-599 Montana _____			286	
430-459 Ohio _____			3,105		832-838 Idaho _____			494	
460-479 Indiana _____			1,732		820-831 Wyoming _____			126	
600-629 Illinois _____			2,751		800-816 Colorado _____			1,464	
480-499 Michigan _____			3,548		870-884 New Mexico _____			273	
530-549 Wisconsin _____			1,800		850-865 Arizona _____			953	
EAST NO. CENTRAL			12,936	17.2	840-847 Utah _____			606	
550-567 Minnesota _____			1,773		889-898 Nevada _____			480	
500-528 Iowa _____			844		MOUNTAIN			4,682	6.2
630-658 Missouri _____			1,495		995-999 Alaska _____			96	
580-588 North Dakota _____			162		980-994 Washington _____			1,749	
570-577 South Dakota _____			184		970-979 Oregon _____			1,028	
680-693 Nebraska _____			614		900-961 California _____			5,352	
660-679 Kansas _____			690		967-968 Hawaii _____			174	
WEST NO. CENTRAL			5,762	7.7	PACIFIC			8,399	11.2
197-199 Delaware _____			272		UNITED STATES			75,059	99.9
206-219 Maryland _____			1,599		969 & 004-009			40	
200-205 Washington, DC _____			38		U.S. Territories _____			-	
220-246 Virginia _____			2,010		Canada _____			-	
247-268 West Virginia _____			229		Mexico _____			-	
270-289 North Carolina _____			3,036		Other International _____			-	
290-299 South Carolina _____			1,393		APO/FPO _____			1	
300-319 Georgia _____			2,949		TOTAL QUALIFIED CIRCULATION			75,100	100.0
320-349 Florida _____			8,070						
SOUTH ATLANTIC			19,596	26.1					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS		
	Audited Data	Circulation Claim
	2006	*2007
Total Audit Average Qualified: _____	75,000	75,150
Qualified Non-Paid: _____	75,000	75,150
Qualified Paid: _____	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC
Average Annual Order Price: _____	**NC	**NC

***NOTE: 2007 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

ISSUES PER YEAR:

Effective with the January 2007 issue, this publication has changed its frequency from 4 to 12 issues per year.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	June 11, 2007
Dan Tidwell, VP/Group Publisher	State	Alabama
Julie Puckett, Circulation Director	County	Tuscaloosa
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	June 11, 2007
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	T290POJ7